



## Supplier Profile:

# Paul & Samantha Crock

## ENVIROMEAT 'Biran Biran', Hoddle via Fish Creek, South Gippsland

'Biran Biran' is located at Hoddle, half way between Fish Creek and Foster in South Gippsland, with sweeping views across Corner Inlet to Wilson's Promontory and Bass Strait. Paul and Samantha took over the farm at the end of 2000 after breeding Brangus cattle on Phillip Island with Paul's brother Peter since the mid-1980s.

Paul explained that the property presented its fair share of challenges and was in need of some serious work.

"Managing issues such as stock access to sensitive areas, fencing off and protecting remnant vegetation, tackling pasture and environmental weeds, improving farm safety, rectifying soil erosion problems and improving water quality are all integral to producing cattle in an environmentally responsible manner," Paul said.



Autumn 2001



### The farm plan

Sam and Paul quickly developed an ambitious farm plan that aimed to standardise paddock sizes to improve grazing management, construct tracks and laneways to facilitate movement of stock and improve farm safety, fence off steep areas, water courses and wind breaks to protect remnant vegetation and improve water quality.

"We collected seed from trees on the property, Paul's mother Jacqueline propagated and we planted (with lots of help from close friends and family) over 20,000 indigenous plants to help increase biodiversity and provide shade and shelter for stock," Sam said



Spring 2005

### Composite cattle

Paul described the beef operation as based on Brangus females crossed to poll Hereford. The composite outcome is an animal with fast growth rate and frame size of the Brahman breed but with the meat of the Angus and Hereford breeds.

"Our animals are grazed on quality Gippsland pastures with no artificial growth hormones in a beautiful and stress-free environment."

"Our environmental efforts we have put in place help ensure the meat we produce is of the highest standard and through the MSA grading process guaranteed tender," Paul said.



**"Thank you for choosing Enviromeat and Enjoy!"**



Summer 2006



## ENVIROMEAT

- ✓ Environmentally certified
- ✓ No artificial hormones
- ✓ Free range
- ✓ Guaranteed tender



*We are farming for the long term to guarantee you have the best quality meat both now and into the future.*